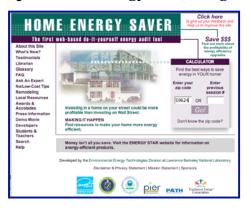
Update on the Home Energy Saver Do-it-Yourself Audit

http://HomeEnergySaver.lbl.gov



Evan Mills, Ph.D.

Lawrence Berkeley National Laboratory

"The Home Energy Saver is one of the government services that make paying taxes worthwhile."

> Nick Wilder Homeowner Wheat Ridge, Colorado

Mission

- Empower Users to Reduce Home Energy Use and Greenhouse-Gas Emissions
- Offer an Experience Tailored to the Individual User
- Serve Diverse User Communities
- Define and Remain on Cutting Edge of Technology
- Ensure Objectivity, Inclusiveness, Accuracy
- Partner with the Private Sector for Deployment

Highlights

- First and most technically advanced web-based energy calculator
- Leverages 10's of millions of dollars in federally-funded energy efficiency R&D
- 4.1 million visits to-date (86 million hits)
 - Annualized visitation ∼ 1 million/year
 - Users from every state; 91% are homeowners or renters
- Comprehensive algorithms
 - Whole-house scope (and includes interactions)
 - Uses actual electricity tariffs
 - Calculates household greenhouse-gas emissions
- Broad content offerings, in addition to calculations
- 35% of surveyed users say they have implemented energy-efficiency improvements based on results

Development Team

Founder and Team Leader - Evan Mills Production Manager - Rich Brown Web Programming & Webmaster - Maggie Pinckard* Heating/Cooling Simulation Programming & Interface - Jeff Warner Appliance Data - Peter Biermayer Carbon Emissions Factors - Jon Koomey Duct Model - Iain Walker Energy Education Module - Roland Otto, Mai Sue Chang, Eli Marienthal* Fortran Programming - Katie Coughlin, Gregory Homan Infiltration Data - Nance Matson Miscellaneous Equipment Data - Marla Sanchez* PERL Scripting - Jordan Brinkman,* Gregory Homan SOAP Programming - Chris Bolduc Tariff Analysis Project - Katie Coughlin, Chris Bolduc, Richard White* Technical Writer/Editor - Allan Chen Utility Tariff Data Collection - Hongjie Qu Weather Data - Drury Crawley, Joe Huang, Steve Konopacki*, Robin Mitchell Web Design - Sondra Jarvis Web Server Maintenance - Gregory Homan & Maggie Pinckard*

Sponsors:

DOE – Ed Pollock, Terry Logee, Charles Hemmeline,, John Reese, Lani MacRae, Donna Hawkins National Association of Rural Electric Cooperatives EPA (past sponsor) – Dale Hoffmeyer, Lena Nirk, Mia South, Steve Offutt California Energy Commission (past sponsor) – Martha Brook

History and Uses

- Founded in 1994 by Evan Mills
- Investment \$2.6M as of 1Q2007 [HES+HIT]
 - includes development, infrastructure, and O&M
- Historic sponsors: DOE, EPA, NRECA, CEC, PATH
- Prime target audience is homeowners and renters
 - Contractors, utilities, students, analysts also use it
- Clearinghouse for DOE research, data, and consumer information (DOE-2, RECS, Energy Star, Standards...)
- Incorporated into Partnership for Home Energy Efficiency
 (DOE, EPA, HUD) all 3 agencies have standardized on HES
 (EPA and HUD have chosen to end their work on other
 detailed tools, in favor of HES) DOE in lead role at present
- Major new partnership: the National Association of Rural Electric Cooperatives (NRECA) / Touchstone adopted HES as the official calculator for their ~30 million customers













Local Papers (32+ states) (partial list)

AR - Searcy Daily Citizen	MA - The Herald News	OR - The Register-Guard
CA – Gilroy Dispatch	MD - Baltimore Sun	PA – The Philadelphia Inquirer
CO – Denver Rocky Mountain News	MN – Minneapolis Star Tribune	SC - The State
DC - Washington Post	MI – Ann Arbor News	TN - Nashville City Paper
DE – The News Journal	MO – St. Louis Post– Dispatch	TX – The Eagle
FL - Miami Herald	MS – Daily Mississippian	UT – Tooele Transcript– Bulletin
GA – Gainesville Times	MT - The Missoulian	VA – Richmond Times– Dispatch
IA - Quad-City Times	NC - NC Indep. Weekly	WA – The Yakima Herald Republic
ID – Boise Weekly	NJ - Bergen Journal	WI – Oshkosh N'western
IL - Chicago Sun Times	NY - The Times Union	
IN - Fort Wayne Journal Gazette	OH - Mount Vernon News	
KY - Courier-Journal	OK – Bartlesville Examiner	

Energy Companies Linking (partial list)

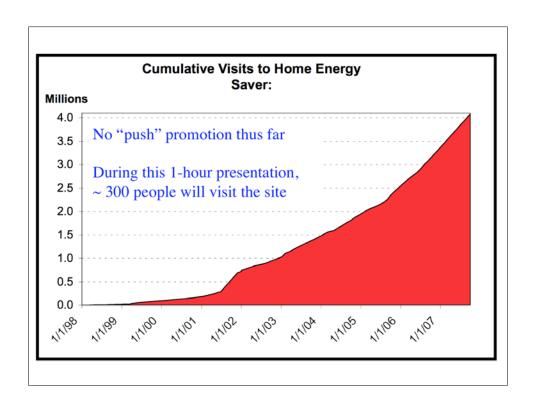
Alameda Power	Consumers Energy (IA)	Nevada Power (NV)
Allegheny Power	Detroit Edison (MI)	PG&E (CA)
Alliant Energy	Dominion Resources / Virginia Power	Pennyrile Rural Electric Cooperative (KY)
American Petroleum Inst.	Douglas Electric Cooperative (OR)	Phillips Petroleum
American Public Power Assoc	Duke Power (NC, SC)	Progress Energy
Bluestem Electric Coop (KS)	United Electric Cooperative, Inc.	Public Service Co. of New Hampshire (NH)
British Petroleum	First Energy	Rochester Public Utilities (NY)
Central Electric Cooperative (PA)	Florida Power and Light	Seattle City Light (WA)
Central Maine Power (ME)	Idaho Power Newsletter (ID)	S. Minnesota Municipal Power Authority (MN)
Central Vermont Public Service Corporation (VT)	Iowa Association of Municipal Utilities	Tallahassee Electric Operations Department (FL
Columbia Gas (OH)	Moorhead Public Service Co.	Tideland EMC
Commonwealth Edison (IL)	Muscatine Power & Water	Toledo Edison (OH)
Connecticut Light and Power (CT)	National Rural Electrical Cooperative Association	Turlock Irrigation Dist. (CA)

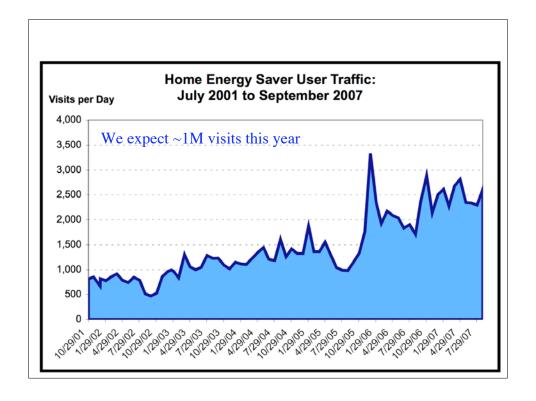
Example of Utility Link



High-Visibility on Google

- Top hit for search strings ...
 - "Energy Audit" (#1)
 - "Energy Survey" (#1)
 - "Save Energy at Home" (#1)
 - "Home Energy Savings" (#1)
- Among <u>Top-10</u> hits for search strings ... (and is listed as a link on many of the other Top-10 pages) ...
 - "Energy Savings" (#4)
 - "Save Energy" (#7)
 - "Save Energy" (#9)
 - "Energy Efficiency" (#9)
 - "Energy Efficient Home" (#10)





Ultra-low Investment per Visit



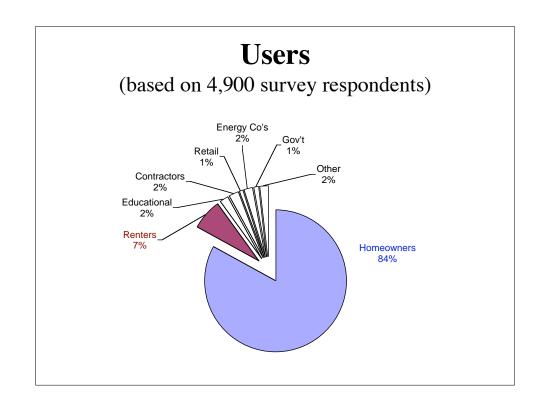
Cumulative HES Investment (~\$0.50 per visit)



O&M (~\$0.10 per visit)

Very cost-effective: O&M cost is < 0.3 ¢/kWh saved compared with $\sim 15 ¢/kWh$ electricity purchase price

(assuming only 1% electricity savings for each user)



User Feedback

Ongoing e-survey with 4900 responses thus far

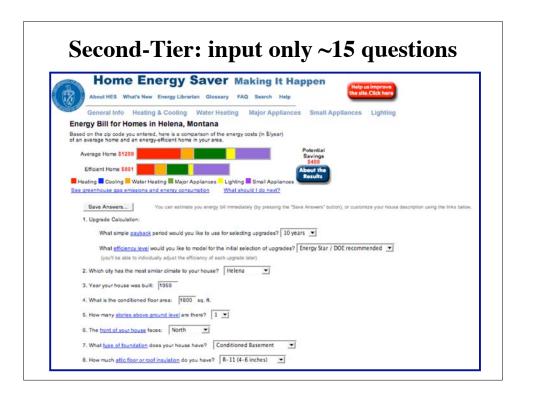
- <u>Users</u> in *every* state (8% CA, 6% TX, 5% NY, 5% FL)
- Return Visits: 18% of users (~50% of non-households)
- Navigation: 87% say "OK" to "very easy"
- Required Input: 83% "Just Right" or "Too Simple"
- <u>Content vs Calculations</u>: Equally important!
- Will Return: 72% "yes"; 21% "undecided"
- Will Recommend: 74% "yes"; 21% "undecided"
- <u>Implemented Efficiency Improvement based on site</u>:
 - 33% (owners); 28% (renters)
 - 70% and 58% of the upgrades were for equipment as opposed to behavior changes

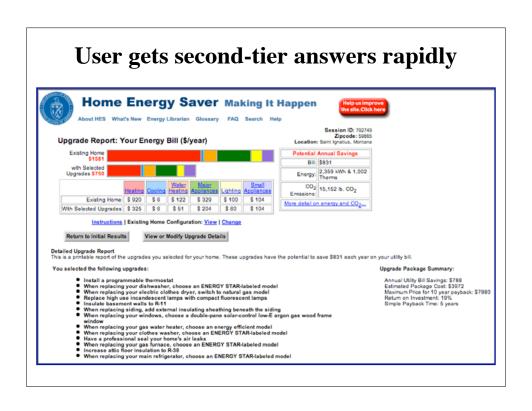
Log Analysis

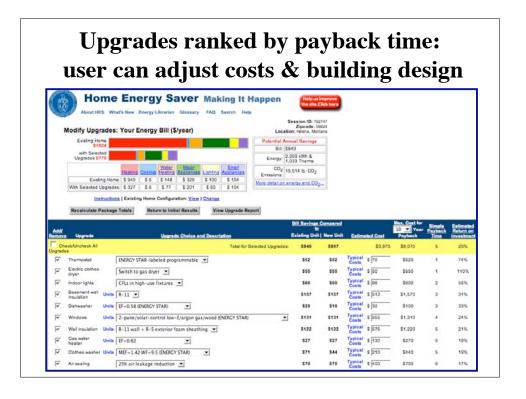
(excludes development team, spiders, etc.)

- Median time on site: 19 minutes [minimum info takes ~10 seconds; preliminary "run" ~1 min.]
- Median # of pages viewed per session: 11
- Broad use of the various end-use modules
- Flat content is broadly visited
- 80% of users do "simple" runs; 20% "detailed"
- 89 pages (!) of single-spaced, free-form comments a very engaged user community

Walkthrough First-tier results require only zip code HOME ENERGY SAVE The first web-based do-it-yourself energy audit tool Save \$\$\$ What's New? Testimonials Librarian Ask An Expert No/Low-Cost Tips Remodeling Local Resources 59624 OR Awards & Accolades Press Information Investing in a home on your street could be more profitable than investing on Wall Street. Go! Demo Movie MAKING IT HAPPEN Don't know the zip code? Find resources to make your home more energy efficient. Students & Teachers Money isn't all you save. Visit the ENERGY STAR website for information on energy-efficient products. Search Help Developed by the Environmental Energy Technologies Division at Lawrence Berkeley National Laboratory Disclaimer & Privacy Statement | Mission Statement | Sponsors DIET PATH Euchstone Energy







"Retrofit Report" x measure (excerpt for programmable thermostat)

Install a programmable thermostat

Economic Benefits

Estimated Annual Bill Savings: \$52 Estimated Lifetime Energy Cost Savings: \$780 Upgrade Cost: \$70

Upgrade pays for itself in: 1 year

Additional Benefits: Programmable thermostats can help keep your home more comfortable.

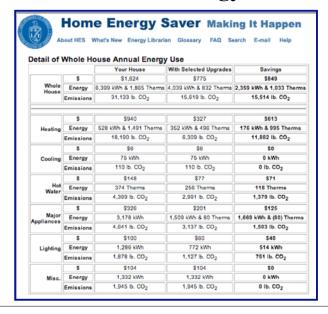
Upgrade Description: Install an ENERGY STAR®-labeled programmable thermostat, and program it to change the temperature settings when you are away from home and at night. EPA estimates that ENERGY STAR-labeled programmable thermostats can save consumers 10-15% on heating and cooling bills when used properly. Note: Our calculations (bill savings and cost-effectiveness) assume that the heating-season set-point is decreased 4° F during the day (9 am to 5 pm) and at night (11 am to 7 pm), while the cooling-season set-point is increased 3° F during those same periods. Larger set-point adjustments can provide dditional bill savings.

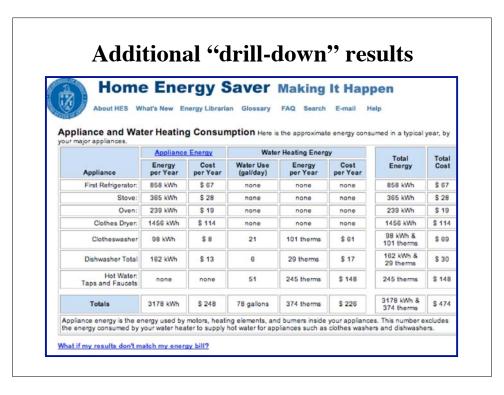
Purchasing Tips:

Some programmable thermostats have a "smart" feature designed to maximize energy savings. These
thermostats continually monitor usage patterns in order to determine the best time to turn the system on in
order to reach the desired temperature setting, while minimizing energy use.

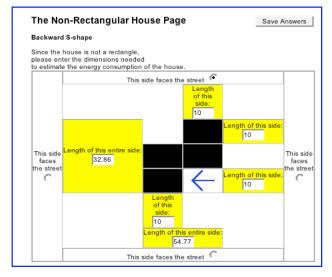
- ENERGY STAR thermostat product list
 General Information

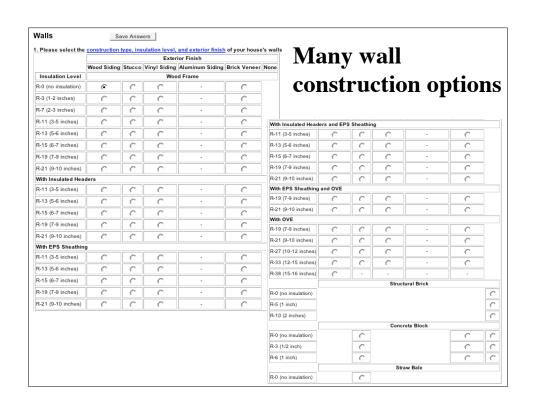
Drill-down Results: Energy, \$, and CO₂





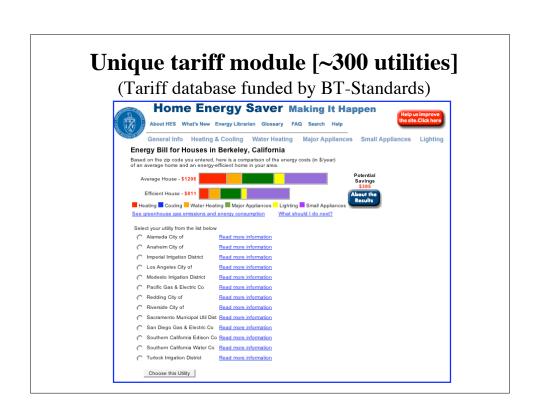
Third Tier: Home can be defined in great detail, if user wishes (inputs optional)





Lighting: two levels of detail Option 1: Based on the information you supply about the number of lighting fixtures, we can estimate the energy used by lights. This estimate will be based on typical hours of use and wattage from a field study that monitored lighting in homes. Option 2: If you prefer, you can provide the exact wattage and average hours of use per day for each fixture. This information will then be used to calculate lighting energy use. It will probably take you a few minutes to collect the wattage for each fixture. Save answers... How many light fixtures do you have in the following rooms (include portable (plug-in) lamps): Note: Multiple lights on a single circuit (switch) count as one fixture. Kitchen 2 🕶 Dining Room 1 ▼ Living Room 3 ▼ Family Room 1 Master Bedroom 2 V Hall 2 ▼ Bathroom(s) (enter the total for all bathrooms) Bedroom(s) 2 ▼ Closet(s) (enter the total for all closets) (enter the total for all other bedrooms, excluding closet lights) Garage 1 ▼ Outdoor Lighting 2 ▼ Utility Room 0 ▼ Other 0 🔻

Extensive coverage of "misc." uses **Home Office** Save Answers Please enter detail if you own the following appliances Whenever there is more than one of a particular item, enter Do not select more than 24 hours in a day r item, enter the average per-unit usage for all units in the house. Computer CPU One ▼ used 5 ▼ Hours ▼ per Day ▼ Computer Monitor One ▼ used 5 ▼ Hours ▼ per Day ▼ Laptop Computer None vused 0 v Minutes per Day (Time should indicate time that laptop is plugged Charger into the charger) Laser Printer | None v used 1 v Hours v per | Week v (Time should indicate time printer is actively One used 1 Hours per Week (Time should indicate time printer is actively Inkjet Printer printing). All inkjet printers naturally qualify as EnergyStar, therefore there is no difference in the energy used by EnergyStar vs. non-EnergyStar inkjet printers. Router / DSL / Cable One vsed 5 vsed 5 vsed per Day Thermal Fax Machine None vused 4 v Minutes v per Day Energy Star? Yes No Inkjet Fax Machine None vused 4 v Minutes v per Day Home Copy Machine None ▼ machine Time Copying 30 ▼ Minutes ▼ per Day ▼ Time Left On but Idle 0 ▼ Hours ▼ per Day ▼







Recent Technical Improvements

- About 35 new weather locations for simulation; more tariffs to choose from
- Many new floor, wall, ceiling, and roof construction types/insulation levels
 - Variability of wall construction type on different sides of house
- Many new roof pitches
 - Option of specifying roof absorptance
- Many new window, skylight, and door types
 - Option of specifying window, skylight, and door properties
- · Option of specifying measured house air leakage rate
- Distinction between thermostat-controlled and on/off room air conditioners
- DOE-2 duct efficiency function
 - Based on residential standard methodology developed by ASHRAE
 - Considers duct location, insulation level, and application of sealant
 - Recalculates hourly delivery efficiency of duct distribution system